AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (currently amended) A method for conducting an on-line auction of a quantity of goods, comprising:

receiving a plurality of proxy bids comprising a limit price and a requested quantity at least one proxy bid from at least one proxy bidder; sorting the at least one proxy bids in a descending order based upon [[a]] the limit prices for the proxy bids:

determining at least one winner of the on-line auction comprising:

based on the descending order, assigning a winning bidder designation to a first highest one of the proxy bids;

from the quantity of goods, allocating the requested quantity of the proxy bid of the winning bidder to the winning bidder;
when the quantity of goods is greater than zero, assigning a next winning bidder designation to a next highest one of the proxy bids and repeating the allocating of the requested quantity; and after the winner determining, generating a winning sale price to assign

to each of the winning bidders.

- 2. (canceled)
- 3. (currently amended). The method according to claim [[2]] 1, wherein the step of generating the winning sales price further includes:

a last selected one of the next winning proxy bids which of the at least one proxy bidder was not allocated any of the portion of the total quantity of goods;

determining the limit price of the highest losing proxy bid a highest value bid-by the at loast one-proxy bidder not allocated any of the total quantity of the goods; and

incrementing the <u>limit price</u> of the highest <u>losing proxy bid</u> highest value bid by the at least one proxy bidder not allocated any of the total

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quantity of the goods by a predetermined increment level to assign the winning sales price.

- 4. (previously presented) The method according to claim 1, wherein the step of generating the winning sale price includes generating a winning proxy bid.
- 5. (currently amended) The method according to claim 3, wherein a bidder associated with one of the at-least one proxy bidder winning proxy bids declines the allocated goods.
- 6. (currently amended) The method according to claim [[4]] 5, further including:

allocating the portion of the total quantity of goods a portion of the requested quantity of the proxy bid of the highest losing proxy bid to [[a]] the highest losing proxy bid bidder; and

generating a <u>second winning</u> sale price for the highest losing <u>proxy bid</u> bidder that is equivalent to <u>the limit price of the highest losing proxy bid</u> a proxy bid submitted by the highest losing bidder.

- 7. (original) The method according to claim 3, wherein the predetermined increment level is a monetary unit.
- 8. (original) The method according to claim 3, wherein the predetermined increment level is one dollar.
- (currently amended) A system for conducting an on-line auction, comprising:

a first module for receiving a plurality of proxy bids comprising a limit price and a requested quantity at least one proxy-bid-by at least one proxy bidder;

a sorting engine for sorting the at least one proxy bids in a descending order based upon [[a]] the limit prices for the proxy bids;

a winning bld engine for determining at least one winner of the on-line auction, wherein the winner determining comprises:

based on the descending order, assigning a winning bidder

designation to a first highest one of the proxy bids;

from the quantity of goods, allocating the requested quantity of
the proxy bid of the winning bidder to the winning bidder;

when the quantity of goods is greater than zero, assigning a
next winning bidder designation to a next highest one of the proxy
bids and repeating the allocating of the requested quantity; and
a winning price engine for generating a winning sale price after
completion of the winner determining by the winning bid engine.

10. (canceled)

- 11 (currently amended) The system according to claim [[10]] 9, wherein the winning price engine determines from the descending order a highest losing proxy bid after a selected one of the next winning proxy bids which of the at least one proxy bidder was not allocated any of the total quantity of goods, determines the limit price of the highest losing proxy bid a highest value bid by the at least one proxy bidder not allocated any of the total quantity of goods, and increments the limit price of the highest losing proxy bid highest value bid by the at least one proxy bidder not allocated any of the total quantity of the goods by a predetermined increment level to assign the winning sales price.
- 12. (currently amended) A system for conducting an on-line auction, comprising:

means for receiving a plurality of proxy bids comprising a limit price
and a requested quantity at least one proxy bid by at least one proxy bidder;
means for sorting the at least one proxy bids in a descending order
based upon [[a]] the limit prices for the proxy bids;

means for determining at least one winner of the on-line auction, wherein the winner determining comprises:

based on the descending order, assigning a winning bidder designation to a first highest one of the proxy bids;

from the quantity of goods, allocating the requested quantity of the proxy bid of the winning bidder to the winning bidder;

when the quantity of goods is greater than zero, assigning a next winning bidder designation to a next highest one of the proxy bids and repeating the allocating of the requested quantity; and means for generating a winning sale price after completion of the winner determining by the winning bid engine.

13. (canceled)

- 14. (currently amended) The system for conducting an on-line auction according to claim [[13]] 12, wherein the means for generating a winning sale price determines from the descending order a highest losing proxy bid after a selected one of the next winning proxy bids, determines the limit price of the highest losing proxy bid, and increments the limit price of the highest losing proxy bid by a predetermined increment level to assign the winning sales price which of the at least one proxy bidders was not allocated any of the total quantity of goods, determines a highest value bid by the at least one proxy bidder not allocated any of the total quantity of goods, and increments the highest value bid by the at least one bidder not allocated any of the total quantity of the goods by a predetermined level.
- 15. (currently amended) A computer program product, comprising a computer readable medium having computer code embodied therein for conducting an on-line auction, comprising:

computer readable program code devices configured as a first module for receiving at least one proxy bid by at least one proxy bidder;

computer readable program code devices configured as sorting engine for sorting the at least one proxy bid in descending order based upon a limit price for the proxy bid;

computer readable program code devices configured as a winning bid engine for determining at least one winner of the on-line auction; and computer readable program code devices configured as a winning

price engine for generating a winning sale price, wherein the winning sale

price is generated by determining a highest value bid by the at least one proxy bidder not allocated any of a total quantity of goods, and incrementing the highest value bid by the at least one proxy bidder not allocated any of the total quantity of goods, by a predetermined increment level.

Claims 16-19 (canceled)

20. (previously presented) The system of claim 9, wherein the winning price engine determines a last winner sale price if a last winner accepts a remaining portion of the total quantity of goods that is less than a bid quantity submitted in a last winner proxy bid of the last winner, and

wherein the last winner sale price is equivalent to a bid price submitted in the last winner proxy bid.

- 21. (previously presented) The system of claim 20, wherein the last winner sale price applies to the last winner and the winning bid price applies all other of the at least one winner of the on-line auction.
- 22. (previously presented) The system of claim 12, comprising a means for generating a last winner sale price, wherein if a last winner accepts a remaining portion of the total quantity of goods that is less than a bid quantity submitted in a last winner proxy bid of the last winner then the means for generating a last winner sale price sets a last winner sale price that is equivalent to a bid price submitted in the last winner proxy bid.
- 23. (previously presented) The system of claim 22, wherein the last winner sale price applies to the last winner and the winning bid price applies all other of the at least one winner of the on-line auction.